

The Review is read and appreciated by that large body of people who buy four-fifths of the goods sold in High Point---the laboring people

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12 Pages

Don't Let a Single Dollar Go Out of Town

DO YOUR CHRISTMAS SHOPPING IN HIGH POINT.

IF you keep your Dollars at home they will come back to you oftener. BETTER GOODS just as cheaply can be bought from your home merchants.

DON'T BE A PARTY to injuring your town and your own interests by sending the money which you earn here to some other town.

YOUR HOME MERCHANTS will treat you better and stand behind their wares while the out-of-town man takes your money and you repent later.

FINALLY—Remember at all times it pays to keep your dollars in circulation here.

The Story of Damon and Pythias

Every father and mother should send their children to the Broadway next week to see the greatest story of love and devotion ever written. It will inspire in the breast of the child a desire to live a more useful life and may be the means of making greater characters of their life than ever dreamed of before. The picture is absolutely the best of its kind ever shown in High Point, the beautiful story of Damon and Pythias, true to life and intensely dramatic and thoroughly interesting. Matinee and night at Broadway. Dec. 2 is the day.

Child Burns to Death

Joseph, the 3-year-old son of Mr. and Mrs. Mayfield Hoover, was burned to death last week at his home six miles east of city. The child was playing around the fire when its clothes became ignited.

Turner Loses His Fight

Last week the Supreme Court rendered its decision in the case of State vs. T. R. Turner who was convicted for selling whiskey here last year and given a six month's sentence on the roads. He appealed on the grounds that the Chief of Police didn't have the authority to administer the oath to witnesses. Judge Shaw in Superior Court decided against defendant who appealed to the higher court and which now also decides in favor of the State. Turner was out on a \$1,500 bond.

To Save Our Patrons \$2500.00

Just think of it—over three thousand pair of shoes—just from the factory, marked down at a 20 per cent savings to you, representing \$1,500.00 saved to the prospective buyers. Can you imagine what this means to you. The reason—we sell for cash. Come to Thacker's and let him show you beyond a doubt. See big ad elsewhere.

Gents Furnishings

A complete line, and every article, suit, hat, shirt, collar, tie, hosiery, underwear, etc., priced at the low dollar for cash and representing one thousand dollars saved to future patrons. Isn't this worth thinking about? Now's just the time to get that tailor-made suit, measure taken by an expert and goods the best. See Stone at Thacker's, gent's furnishing. See big ad elsewhere.

MORTGAGE SALE

By virtue of the power contained in a certain mortgage deed executed by Daniel Lawson and his wife Saluda Lawson to D. S. Lawson on the 22d day of March, 1912 and duly recorded in the office of the Register of Deeds for Guilford county, N. C., in Book 237, page 214, etc., default having been made in the payment thereof and of the money secured thereby, the undersigned will on the 24th day of Dec. 1915, at 12 o'clock M., in front of the Bank of Commerce on North Main street in the city of High Point, N. C., sell to the last and highest bidder for cash and according to law, the lands situate in said State and county, in High Point township, bounded as follows:

Being lot No. 8, in Block "A," as shown in the plot of the Ed. and D. O. Burns subdivision. Said plot duly recorded on page 48, in plot Book No. 2, in office register of deeds said Guilford county, N. C. Said lands conveyed to Dan Lawson by J. H. Phillips, see Book 226 page 476, and conveyed to Phillips by Burns Book No. 172, page 623, etc.

This the 23rd day of November, 1915.
D. S. WILEY, Mortgagee.

High Point's Population Given Nine Months Ahead

In February The Review published the population of High Point as being 12,359, the figures having been furnished by an agency which stated that these were the figures that would be given out by the Government in August or September of this year. The government however was little late in giving the information out, the figures being placed at 12,353 or just six less than the "official" figures of The Review in February which is quite close enough. We only had 9,525 people in 1910 and have made a nice little gain in the past five years. Asheville's population is 20,490, Greensboro 18,984, Charlotte 38,887, Durham 23,962, Raleigh 19,980, Wilmington 20,384 and Winston Salem 23,566. Charlotte heads the list with a considerable margin. High Point stands eighth in population in the State. Winston has made the greatest per centage gain and Raleigh the smallest, having made only 762 increase in 5 years. High stands fifth in percentage gain. This is in regard to the towns of 8,000 over.

Another Notable Blind Tiger Raid

Yesterday the officers arrested Clark W. Bowers in the eastern part of the city for having three or more gallons of whiskey in his possession, for the purpose of sale, or at least he had just before he was nabbed, for when Bowers saw the officers upon him he smashed the three 1-gallon jugs full of whiskey and the fluid was lost, but the officers have the necks of the bottles and much information of a damaging character to present at the trial today. Bowers gave a \$250. bond yesterday and paid it in cold cash, having more than that in the bank.

Swap Didn't Go

The reporter to the Winston Sentinel was apparently too anxious to swap Rev. E. L. Bain of Winston for Rev. G. T. Rowe of this city, because in the Sentinel Monday afternoon it was stated that Rev. Rowe went to Centenary church, Winston, and Rev. E. L. Bain of Centenary church, came to Wesley Memorial of High Point. The reporter was evidently not familiar with the "kitchen cabinet" or he would not attempt to take such a good man from High Point, however, excellent his substitute may be. We forgive this time, with proper apologies.

Why I Have a Bank Account

Because it helps my credit to pay my debts with a check on a good progressive bank and creates a favorable impression, naturally and properly leading others to believe that I have more funds in reserve. Because it sets my family a good example and shows them I have their welfare at heart, by taking care of my means.

Because I do not endanger the lives of my family or my own, by having the reputation of a man who keeps money in his pocket or hides it about his home. I believe funds are safer in the bank than in my pocket or at home.

Because it will hold me up when I am sick or out of work.

Because a bank account creates a desire and pride to make it as large as possible, and it is wise for all of us to provide for the "Rainy Day" which comes sooner or later.

Because if I pay my debts by drawing a check on a progressive local bank the check must be endorsed before the bank will pay it, and then it becomes a legal receipt for my money paid. No one can claim that I did not pay him, as I can show their endorsement on the check which paid the debt.

The Same Rain

The rain that keeps you from church is no wetter than that which soaked you at the ball game.

On account of issuing one day earlier the news from Route 1 and other news was crowded out this week but will appear next.

KING TURKEY



THE BIRD WE WORSHIP TODAY

Conference Appointments

The various appointments of the Western North Carolina Conference and the Methodist Protestant Conference are published in another part of the paper. You can see just where your minister friends are located.

The Football Game

High Point turned the tables on Reidsville Saturday on the local gridiron defeating the Rockingham aggregation by a score of 36 to 0. The week before they lost to Reidsville by a score of 13 to 0. Dewey Hoffman, Wm. Simmons, Lawrence Cannon were among the "Star" players for High Point.

Welcome Back Ministers

The 12,000 and more citizens of High Point are indeed glad to welcome back Rev. Gilbert T. Rowe and Rev. A. G. Dixon, and also extend a cordial welcome to the pastor of South Main Street, East and West End M. E. churches.

People It Will Pay You to Patronize

The Bank of Commerce has space with us this week, telling you of a marvelous little bank without almost "human brains" and incidentally pointing you the way to independence. Read the ad.

Allen Bros each week has something of special interest to the ladies and it's a wise person who reads their ads, and follows the tips given from time to time.

The Woods Dry Goods Co. is the busy little store where you can always buy reasonable goods at the low dollar and your attention is directed to the ad of this store each week.

Staley, the Jeweler, is selling bigger values for the money than ever before and you will do well to visit this popular jewelry establishment with a recognized reputation.

Ideal Christmas Present

One of our seal leather card cases and cards detached one at a time. The latest novelty out. For \$1.75 to \$2.75, you can get the case and 50 cards with name and address of any person desired printed thereon. Order now. Stamey Printing House. Phone 275.

GIVING THANKS

An honest day's work, a day's honest pay. Give their own thanks, forever and aye.

Things Personal and of a General Nature

Don't fail to see Tillie's Tomato Surprise at the Rose Nov. 24th.

Every one will want to see the greatest picture of its kind—The story of Damon and Pythias.

Randall Mann passed the State Pharmaceutical Board last week, making a good average, his friends will be glad to know.

H. G. Barnes has bought an interest in Peoples' House Furnishing Co. and will take an active interest.

Well, what about that gardening proposition.

The Conference appointments will be found in another column.

Supt. Thornwell Haynes has been put in full charge of the auditorium in the matter of renting, contracting, etc.

Mrs. R. B. Welborn, mother of Joseph S. Welborn fell Sunday and broke a bone in her hip at the home of her son on East Washington street.

What did we get Miss Ethel Gowans to come from Washington and make a talk for on the gardening proposition if we are so soon to let the enthusiasm die down?

Married—Saturday, Miss Caroline Alexander and Albert Leonard by Rev. L. A. Peeler of the Reformed church.

Principal stockholder R. A. Wheeler of the High Point Casket Co., has asked Judge Boyd to vacate the order of bankruptcy, saying that the directors had not authorized the proceedings.

H. C. Fields has returned from a business trip to Rocky Mount, Va. Revs. A. W. Claxon and J. M. Hilliard attended the Sunday school convention at Salisbury.

The Studebaker chassis for the 40-horsepower truck to be used by the city has arrived and the body being made. It cost \$785.00.

This is the time we give thanks. Messrs. J. E. Cox and F. N. Tate attended the Piedmont Carolina's Co-operative dinner at Selywn hotel, Charlotte, Tuesday.

Hart Drug Co. is giving 25c to each one clipping coupon according to directions at bottom of add. Sign your name as shown.

20,000 Cabbage Plants for sale at \$1.00 per thousand, Jersey Wakefield frost proof, J. L. Sechrest, Phone 4291.

DOES ADVERTISING PAY?

There never was a time in the history of trade that advertising did not pay. It is the oldest known method of reaching the masses that can be found. In every age and in every clime, it is the recognized link between the buyer and seller, the producer and consumer. The lawyer and his client, the preacher and his people, all depend on what public sentiment expresses, when it is advertised, which is simply turning the attention of others to a given subject or article to be disposed of or any beneficial information to be given. The advertisement gives the time, place and subject, and is the key note to the success of advanced business methods. When you advertise you not only benefit yourself, but it has a direct influence on every man in business in your line. It forces comparisons and like the needle in the compass will draw to the point of attraction and if that attraction is you, then you get the benefit. And it is pretty good business judgment to be the point of attraction. It does not follow that because a man inserts an ad in his home paper, no matter what inducements he may have to offer, that the people will flock to his place of business, and buy him out—it takes time and money to advertise for results. The acorn does not grow into an oak over night. It is the man who stays on the job, makes his ads attractive and delivers the goods. This is the fellow who wins—for keeping everlastingly at it brings success. And this will apply to any walk in life. The man who advertises is always on the alert for specialties to offer, he studies the requirements of his trade and advertises and meets the demand. The proprietor of a patent medicine at Columbus, Ohio, when he first went into business had just \$1,000—of this he spent \$900.00 in advertising and with the balance laid the foundation of a fortune, that today is up in the millions. BUT HE KEEPS ON ADVERTISING. What made the National Bischoff Co. what it is today? Advertising! What made Mr. Candler, of Atlanta, rich? Advertising! The American Tobacco Co. spends more money every year advertising than would pay the whole municipal expense of a good sized city, and one would hardly think this necessary but experience has taught them—THAT IT PAYS TO ADVERTISE.

All leading periodicals carry large and expensive advertisements in all lines of trade, and on these they, to a large extent, depend for business—AND THEY GET IT. PETTY advertising DOES NOT PAY. The first time your ad appears, it does not create very much interest, but if it is often seen, and is attractive, it will cause an investigation and put you in touch with the people for whom you are looking—THEN ADVERTISING PAYS.

Did you ever consider as you traveled by rail or otherwise the amount of advertising that is done in some lines of trade. The advertising department is the most important branch of the business. Men are paid high salaries to manage it, the department stores depend on it for revenue. Did you ever see the Colgate electric advertisement at Jersey City? Well it cost \$15,000 and costs \$200.00 per night to run it. It is nothing more or less than advertising and it pays. We could go over a long list of cases where advertising is the foundation on which the business stands.

Now let us get down to our own city. Our merchants are as progressive, active and up-to-date as you will find in any city in the country, but for some reason some of them do not seem to realize that the local papers who distribute the news, is their best medium of reaching the people that they can get. Of course most of the merchants

Damon and Pythias Greatest Picture

SUPREME LODGE KNIGHTS OF PYTHIAS

Office of the Supreme Keeper of Records and Seals

FRED E. WHEATON, S. K. R. S.
Minneapolis, October 12, 1914
Universal Film Mfg. Co.
New York City, N. Y.

Gentlemen:—

The officers and members of the Supreme Lodge Knights of Pythias, after having witnessed in Minneapolis, Minnesota, this 12th day of October, 1914, an exhibition of your superb production, entitled "Damon and Pythias," do unhesitatingly pronounce it, in our judgment, as being the most comprehensive picture, perfect in detail and artistic in character, of any picture or film to our knowledge; yet produced depicting the story of one of the world's greatest examples of human friendship. We personally endorse this production believing it the greatest work of its character ever produced in America, and we cheerfully recommend its use under the auspices of the Supreme Lodge of the Knights of Pythias.

SAYSTHE SUPREME CHANCELLOR

Every Pythian, every Pythian's wife, Son and Daughter, every Pythian's Friend, every minister of God's word, every man who believes in maintaining the purity of our homes, every man who believes in the uplift of his fellowmen, should witness this wonderful production.

See this great picture at the Broadway Theatre Thursday, Dec. 2, one day only. The big ad on last page gives hours and prices of shows.

Convict Captured

Geo. Cranford, white, escaped from Forsyth county chain gang with a sentence of two years hanging over him, was captured here last night by the officers and returned from whence he came.

have large circulars printed, and distributed from house to house, but not one half of these ever reach the people for whom they are intended and are looked upon as a clearance sale of some sort—to unload a lot of goods, not otherwise saleable, and the people who really are in the market for good goods, do not pay much attention to such advertising. Of course it will attract a few, but the class of trade you most desire will not attend these sales, but rather avoid them, while a well worded ad inserted in The Review and carried there week after week, making such changes as the offerings will suggest, will bring good results—and has the editor, as well as yourself, to vouch for the truth of your statements. This carries a weight of confidence that can not be secured through any other channel. People read the papers for the news and if your ad is there and you have anything special or otherwise to offer, this is news and they will read and comment on it, and finally come and see you, about it. And it is the only sure way to get next to the best people on earth. The value of advertising depends largely on how you do it. The editor of any city paper in which you advertise will and does occasionally write you up in a nice pleasing way and call the reader's attention to your ad and often make comments on your fair business dealings. All this has its effect, is free to you, and you get the benefit. A merchant in a New England town told the local editor that he did not want to advertise, because he would not have time to go fishing, it kept him too busy selling goods.

Those kind of merchants are short lived today for the hustling, energetic fellow has put him out of business or rather he put himself out. Get busy, insert a good live ad in The Review, keep it there, and like the fellow who cast his bread on the water after many a day, it will return to you again a hundred fold.

Be game, be a leader and the crowd will follow you.